GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Special Campaign for Digital Financial Literacy and Enabling Infrastructure for encouraging cashless transactions - incentive to stakeholders – Orders - Issued.

PLANNING (XIV) DEPARTMENT

G.O.RT.No. 595 **Dated: 02-12-2016**

Read :

GO.Rt No. 592, Planning (XIV) Department, dated: 01.12.2016.

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O R D E R:

In the G.O read above, the Government has launched a Mass Public Awareness Campaign on twin objectives of (a) Creating Financial Digital Literacy and (b) Establishment of Financial Digital Infrastructure in the State of Andhra Pradesh from 2nd December, 2016to 30th December, 2016. Detailed guidelines have been issued for effective implementation of the awareness campaign programme.

2. With a view to fastidious adoption of cashless modes of payment within the State, the Government seeks to incentivize various stakeholders who may act as the torch bearers for enabling the State to achieve its goal. Further, as enunciated in GO read above, it is contemplated to reward the village/villagers as a collective entity where each household / business establishment is enabled for digital financial transactions.

3. Government after careful consideration, hereby orders the scheme of incentives for the following two sets of categories. The detailed guidelines are issued by the ITE & C Department who will be responsible for operationalization of scheme with the financial service providers, government officials and other stakeholders:

a) Trainer

Individuals like unemployed youth, students, SHG members or other persons as may be recognised as trainer in the manner prescribed in the guidelines will be given an incentive of Rs. 15 for first time introduction of an individual / vendor to digital transaction and further, will be paid Rs. 20 for minimum 5 transactions carried out by the individual / vendor introduced, within one month from the date of introduction, or in any other way prescribed and in accordance with the detailed guidelines issued by the ITE & C Department.

b) Villages

To promote the culture of cashless transacting, it is decided to reward the villages / groups of villages wherein each household and business establishment has at least one bank account and at least one person who is digitally literate for carrying out digital cashless transactions.

The reward will be given in following four categories based on Population Census of 2011:

- Rs. 10,000 to be paid for villages with population less than 2000
- Rs. 20,000 to be paid in villages with population between 2001 and <5000
- Rs. 50,000 to be paid in villages with population between 5,001 and 10,000
- Rs. 1,00,000 to be paid in villages with population more than 10,000

c) If any individual who does digital transaction on his own without the help of any specific trainer and wants to claim personally, it would also be considered on par with other individuals on whose behalf the trainer claims.

P.T.O.,

4. The ITE & C Department will create and maintain a portal for registration under the scheme and will also establish transparent procedures under this scheme by involving bankers and other stakeholders.

5. This is issued with the concurrence of the Finance department vide their U.O No.966/Spl CS (Fin)/2016), dated: 02-12-2016.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

SATYA PRAKASH TUCKER,
CHIEF SECRETARY TO GOVERNMENT.

To
All the Spl. Chief Secretaries/ Prl. Secretaries/ Secretaries to Government
All the HoDs concerned
All the District Collectors
Convenor, SLBC, Andhra Pradesh
PS to Hon'ble CM/CS/Spl. CS to Hon'ble CM
PS to District-in-charge Ministers
PS to VC, APSPB
PS to Secretary to Govt.(Poll)/PA to JS to Govt.(GA(Protocol)
SF/SC.

//FORWARDED :: BY ORDER//

SECTION OFFICER.